



**The California Coastal Commission's
Public Education Program**

2013 Annual Report

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Introduction

The California Coastal Commission is dedicated to protecting, restoring and enhancing California's coastal and marine resources. Acting under State and Federal law, the Commission regulates land development; participates in a land use-planning program with coastal cities, counties, and ports; promotes public access to the shoreline; and carries out a public education program.

Education is an important feature of an effective Coastal Program. In the California Coastal Act, the California Legislature declared "an educated and informed citizenry is essential to the well-being of a participatory democracy and is necessary to protect California's finite natural resources, including the quality of its environment" (Section 30012 (a)). Research shows that a knowledgeable population who values the coast and ocean is more likely to support environmental protection, and get involved in environmentally-beneficial activities. Individual behaviors, when considered cumulatively, can have a tremendous effect on the coast.

The Coastal Act directs the Coastal Commission to "carry out a public education program that includes outreach efforts to schools, youth organizations, and the general public for the purpose of promoting understanding of, fostering a sense of individual responsibility for, and encouraging public initiatives and participation in programs for, the conservation and wise use of coastal and ocean resources" (Pub.Res.Code, Section 30012(b)(1)).

The Commission's Public Education Program is dedicated to educating citizens of all ages, ethnicities, and income levels, whether they live along the coast or inland, about the need to preserve and protect our coastal resources. We involve the general public, schools, civic groups, and

businesses in hands-on educational programs that promote responsible stewardship of California's coast and ocean. In 2013 we involved 148,000 people in coastal protection through public education programs and events.

The Coastal Commission also supports others' educational efforts to equip and inspire students and the public to address environmental challenges. To this end, the Commission provides educational materials, grant funding, training, and technical support to a wide range of organizations and individual educators. We seek to promote ocean literacy, and cultivate public education efforts on marine debris, ocean pollution, habitat restoration, and other marine and coastal topics.

Our approach is through collaboration – we work with a variety of government agencies, non-profit organizations, citizen groups and businesses to achieve common goals. See attachment A for a list of partner organizations.

The main funding source for our education programs is the Whale Tail License Plate. Corporate contributions support the Coastal Cleanup Day Program through our partner, the California State Parks Foundation. And this year a new source of funding, the Protect Our Coast and Oceans tax check-off, will raise additional funds for grants.

This report briefly describes the activities of the Commission's Public Education Program for the calendar year 2013.

Coastal Cleanup Day

Following the lead of the state of Oregon, California organized its first Coastal Cleanup Day in 1985. Since then, the idea for the event has spread throughout the nation and internationally. California is now part of the International Coastal Cleanup, organized by Ocean Conservancy (formerly the Center for Marine Conservation), with participation by 45 states and over 100 countries.

The event continues to be the Commission's premier event, and since being recognized as the world's largest beach cleanup in 1993, the event has remained the state's largest single-day volunteer event. In 2013, 58,158 volunteers took part at one of over 850 cleanup sites around the state in 54 of California's 58 counties – despite a massive early-season rainstorm that blanketed northern California on the morning of the Cleanup!

In addition to its strong support in coastal counties, the Cleanup Program recruits participants from inland areas to clean creeks, rivers and lakes. These volunteers help to illustrate one of the event's messages – that we are all connected to the coast and ocean by our rivers, streams, and storm drains.

In 2013, 18,292 volunteers cleaned inland rivers and waterways, removing 430,368 pounds of debris, which far exceeded the amount of trash recovered at coastal locations. Combined with the coastal counties of the state, Coastal Cleanup Day volunteers removed over 749,323 pounds of debris from the state's coast and inland shorelines. Over 75,000 pounds of this debris was recycled

Looking back over the history of the program helps to highlight the cumulative benefit of this program to the health of our coast and ocean. Since the Coastal Cleanup Day Program's inception in 1985, close to 1.2 million volunteers have helped remove over 20 million pounds of debris from California's coast, ocean, and inland shorelines.

Event Messages Reach Millions

In addition to educating participants, the event messages reach a large and diverse audience through extensive television, radio, newspaper, and web coverage, as well as social media. This was made possible in part through a partnership with two advertising executives donating their creative skills pro bono to develop the 2013 Coastal Cleanup Day artwork. Posters, postcards, bus back banners and t-shirts were printed with the tagline, "Let's Make Trash Extinct." The message emphasizes our efforts to educate people about not only the need to clean up trash, but to reduce and prevent its very existence in the first place.



The message was buoyed by a social media campaign entitled “Countdown to Trash Extinction.” Starting 29 days before the Cleanup (in honor of the Cleanup’s 29th anniversary), the Commission highlighted an item of trash, explained its impacts on the marine environment, and how the public could help make it “go extinct.” The campaign proved extremely popular among the event’s partners and posts were shared thousands of times over the course of the month leading up to the Cleanup.

The event also received extensive coverage in traditional media. It was covered by local TV news crews in many locations. Millions of television viewers are impacted by the image of thousands of volunteers spending the day cleaning the beaches, and by interviews with event organizers who help drive the pollution prevention message home. This also holds true for newspaper readers and radio listeners. The event was covered in over 400 newspaper, magazine, and on-line articles.

Corporate Partners in CCD

The Coastal Cleanup Day Program has enlisted strong corporate partners, which have greatly assisted our outreach efforts. We continued our key, ongoing relationship with CG Roxanne, makers of Crystal Geyser Natural Alpine Spring Water. In addition to their financial support, CG Roxanne provided free water, primarily in large, gallon-size containers, in 46 Coastal Cleanup regions, covering almost all of the Cleanup volunteers. This is a crucial benefit that helps local coordinators immensely. The Coastal Cleanup Day Program also enjoyed continuing support from Whole Foods Market, Oracle, the Whale Tail® Ecoplate, Nature’s Path, Clif Bar, See’s Candies, Union Bank, Lindamar Industries, and an array of in-kind and media support from partners around the state. The Cleanup Program also enjoyed first-time support from NOAA and the California Office of Emergency

Services in support of the Tsunami Debris Cleanup Project, which included Coastal Cleanup Day.

CCD Influence on Business Practices

An additional benefit of establishing Coastal Cleanup Day relationships with corporate partners is our ability to positively influence their business practices. One example of this is Whole Foods Market's move in 2008 to eliminate the use of plastic grocery bags at their stores, a decision that was influenced by their participation in Coastal Cleanup Day.

Another example was introduced in 2010 by Crystal Geyser -- a completely recyclable bottle cap that stays attached to the water bottle, with no plastic parts that need be completely removed. Crystal Geyser developed this bottle cap as a direct response to their involvement with Coastal Cleanup Day and at the urging of Commission staff, in recognition of the large contribution plastic bottle caps make to our overall marine debris problem and the impact they have on our environment. Crystal Geyser continues to innovate and find new ways to reduce waste in their manufacturing process, recently introducing the lightest weight water bottle on the market and eliminating all corrugated cardboard from their shipping processes.

BYO for CCD

The Commission staff launched a new program in 2010 that was expanded significantly in 2013, known as “BYO for CCD.” In recognition of the need to reduce the amount of waste created by the event itself, the Coastal Cleanup Day Program asks volunteers to bring their own reusable cleanup supplies from home, rather than using the single-use disposable plastic items available at cleanup locations. Whenever possible, the Commission and our partners also provide reusable supplies like buckets and gardening gloves for volunteer use.



The initiative has been a great success, as over one-third of all cleanup participants brought at least one reusable item from home to the Cleanup in 2013. As a result, the Commission was able to order 50,000 fewer trash bags for the 2013 event than in 2010 when the BYO initiative was first implemented, and expects to lower those numbers even further in 2014. The initiative is helping to reduce the environmental footprint of the Cleanup while educating volunteers about simple lifestyle changes that cumulatively can have enormous, positive benefits to our coastal and marine environments.

Who are our Volunteers?

In 2013, we again conducted a survey of Cleanup participants to gain information about our volunteers and their experience of participating in the cleanup e.g. how they heard about the event, whether participating in the event raised their awareness, and how they expect the experience to affect future behavior regarding the environment. We also use the survey to collect feedback and suggestions.

We used an on-line survey tool to collect 560 responses. Since it was not a random sample, it is important to consider these caveats – not everyone heard about the survey (depending on local site coordinator communication), and not everyone is inclined to take an on-line survey. That said, some general trends can be discerned from the survey

results. For example, the biggest source of motivation to survey respondents in coming to the event is their concern for marine debris, especially impacts to wildlife. Almost all survey respondents (98%) report that participating in the event motivated them to take specific actions to protect the environment, such as educating others, picking up street and beach litter, reducing their use of single-use disposable items, etc.

In addition, the survey showed that participation in the Cleanup was educational, increasing respondents' assessment of their knowledge of the causes and impacts of marine debris. Eighty percent of respondents considered themselves either "knowledgeable" or "very knowledgeable" about the causes of marine debris after the event, as opposed to only 60% before the event, a 20% increase. Similarly, 77% of all survey takers considered themselves "knowledgeable" or "very knowledgeable" about the impacts caused by marine debris after the event, as opposed to 53% before the event, an increase of 24%. These findings indicate that the Cleanup is both educational and motivational for many participants.

Adopt-A-Beach

The Adopt-A-Beach Program offers groups a way to help take care of a favorite stretch of the coast or shoreline on a year-round basis. Volunteers pledge to clean their beach three times over the course of one year. School groups can fulfill the obligation with one cleanup. Over the past 20 years, tens of thousands of California schools, civic groups, businesses, scout troops, families and friends have adopted beaches throughout California.



All 15 coastal counties, plus Alameda and Contra Costa County participate in the program. The Commission coordinates 48 Beach Managers from 31 Adopt-A-Beach partner organizations (see Attachment A for a list of organizations) who run the program locally. These Beach Managers provide cleanup supplies, training, and educational materials, arrange for trash pickup, and sometimes deliver supplemental educational programs and public recognition. Some Beach Managers hold regular “drop-in” cleanups that anyone may attend.

The Commission provides Beach Managers with promotional materials, garbage and recycling bags, and latex gloves. In addition, the Commission maintains a free video loan library, and provides curricula, posters, and other materials to teachers and others to help educate Adopt-A-Beach groups about the importance of keeping our water clean.

The Commission staff compiles the data collected at many of the individual Adopt-A-Beach clean-ups. Based on reports from Alameda, Contra Costa, Humboldt, Los Angeles, Orange, San Diego, San Francisco, San Mateo, Santa Cruz, Sonoma, and Ventura Counties, over 40,700 people volunteered during one of the 751 Adopt-A-Beach Cleanups in 2013, contributing over 75,700 volunteer hours. Although not every group tracks the weight of their trash and recyclables removed, those who did collectively removed 31,721 pounds of trash and 3,201 pounds of recycling from our coast and shorelines.

Recognition for Beach Adopters

Groups that adopt beaches are recognized on our website and receive a certificate thanking them for their contribution. One hundred fifty-seven groups adopted beaches in 2013 and received these recognitions.

Adopt-A-Beach Advisory Council

The Adopt-A-Beach Advisory Council, which is made up of some of the more active local Beach Managers, meets on a quarterly basis. The Advisory Council assists the Coastal Commission in improving the program, and shares best practices and innovations.

One topic of discussion in 2013 was an emerging trend - “Do-It-Yourself” beach cleanup stations. The stations are stocked with cleanup supplies, which encourage and allow for spontaneous cleanups by beachgoers. Several Adopt-A-Beach Managers have or are in the process of installing DIY beach cleanup stations, including I Love A Clean San Diego, Save Our Shores, and City of Berkeley’s Shorebird Park Nature Center.

Japan Tsunami Marine Debris Cleanups

A new project for the Coastal Commission in 2013 focused on cleaning up the debris that originated with the 2011 earthquake and tsunami in Japan. Debris from this tragedy began washing up along the West Coast of North America before the end of 2011, and has been washing up fairly regularly ever since. Anticipating the arrival of this debris in California, Coastal Commission staff worked with the California Office of Emergency Services (CalOES) and others to plan and prepare. Using support from NOAA, CalOES provided the Commission with a \$50,000 grant to conduct regular beach cleanups along the entire coast.

Commission staff developed a new data card that focuses on debris items likely to indicate potential tsunami debris. Using this data card, local organizers in each coastal county recruited volunteers to conduct four beach cleanups in 2013, one per season, with one coinciding with California Coastal Cleanup Day.

Over 4,700 volunteers took part in the close to 60 cleanups that were held as part of this program. The data gathered at these events provides the Commission with a baseline against which we can compare data from future events, to give us a better understanding of when and where tsunami debris is washing up in California.

The California Office of Emergency Services and NOAA were pleased with the success of this project and have provided additional funding to continue the clean-ups and data collection for another two years.

Coastweeks

Coastweeks is a national celebration of our coastal resources. As the California coordinator for Coastweeks, the Commission maintains an on-line calendar and publicizes Coastweeks events. For three weeks (kicked off by Coastal Cleanup Day on the third Saturday in September) the public is encouraged to take part in activities that celebrate our coast and water resources, such as volunteer restoration days, beach hikes, ocean festivals, and scientific lectures. In 2013, our on-line calendar included 360 events, more than in any previous year.

New Check-off Box for “Protect Our Coast and Oceans Fund”

The Governor signed AB 754, authored by Assemblymember Al Muratsuchi, into law on September 21st, 2013. Beginning in 2014, California taxpayers have the opportunity to check a box and make a donation to the Protect Our Coast and Oceans Fund in the voluntary contributions section of the state tax return. Funds donated to the Protect Our Coast and Oceans Fund will be administered by Coastal Commission staff, and will go to the Whale Tail grants program, described on page 9.

In the fall of 2013, the Public Education staff approached Gyro, an award-winning advertising agency with an office in San Francisco, to create a marketing campaign for the check-off box pro bono. Gyro staff enthusiastically agreed and developed the “Be a Friend of the Coast” campaign, running between February and April 15, 2014, www.ChecktheCoast.org.

Whale Tail® License Plate

As of January 1, 2014, over 218,000 California drivers had purchased the Commission’s Whale Tail® License Plate. Plate sales and renewal fees had raised \$74.5 million for environmental programs - \$21.8 million to the California Beach and Coastal Enhancement Account (CBCEA) and \$52.7 million to the Environmental License Plate Fund (ELPF).

Each year, the legislature appropriates funds from the CBCEA to the Coastal Commission to carry out Coastal Cleanup Day, Adopt-A-Beach, and other coastal and marine education programs, including grants to nonprofits and local agencies. The CBCEA also funds projects of the State Coastal Conservancy. The ELPF funds a variety of state environmental programs.



The Whale Tail License Plate provides a way for the public to contribute funds to protect and conserve California’s coast and ocean. Prior to 1998, the Coastal Commission’s Public Education Program was supported financially by unpredictable sources, e.g. one-time grants, corporate contributions, in-kind donations, and federal funds. The Whale Tail

Plate was initiated through legislation in 1994. SB1411 established a special coastal environmental license plate to support the Commission's Adopt-A-Beach Program, Coastal Cleanup Day, and coastal and marine education.

Whale Tail Grants

Whale Tail Grants distribute funds from sales of the license plate and support programs that teach California's children and the general public to value and take action to improve the health of the state's marine and coastal environments. The program funds projects that foster environmental stewardship, and cultivate knowledge of and enthusiasm for marine science, with a focus on reaching communities that are poorly served in terms of marine and coastal education. Funding is provided in the following three categories: 1) Adopt-A-Beach programs; 2) Youth programs; 3) Programs for the general public. Applicants must be either a non-profit organization or a government entity.



The need for Whale Tail Grants consistently exceeds the available funds. In Fiscal Year 2012/2013, for its competitive grants program, the Commission received 113 grant applications for a total of \$2,222,222 and awarded 24 grants totaling \$428,460.

In addition, the Commission awarded six targeted grants, totaling \$364,840. To date, the program has awarded \$8.9 million in grants to a wide range of organizations. (See Attachment B for a table showing the grants that were awarded recently).

Examples of projects funded in 2013 included: taking underserved students on bilingual educational field trips to the Channel Islands; teaching young people about preventing plastic pollution in the ocean; supporting docent education at coastal state parks; having inland and coastal students at different ends of the same watershed meet each other to learn about the migrating salmon that connect their communities; providing citizen science boat cruises at a Marine Protected Area; and training Conservations Corps youth to lead marine education workshops for teachers and beach exploration field trips for students.

Boating Clean and Green

The Coastal Commission's Boating Clean and Green Program, which began in 1997, promotes environmentally sound boating through education and by working with marinas and local governments to increase availability of environmental services for boaters. In April 2006, the Department of Boating and Waterways (DBW) assumed a lead role in the Program. DBW and the Commission work in partnership to implement the program.



In 2013, the Boating Clean and Green Program developed and distributed 6,500 boater kits and conducted 11 statewide Dockwalker volunteer trainings in which more than 150 new volunteers were trained to conduct face-to-face boater education about clean and safe boating practices.

With support from the BoatUS Foundation, the program continued facilitating the installation of monofilament fishing line recycling stations at boating locations throughout the state. In 2013, the program installed 19 new stations, bringing the program total to 118 stations, which have collected approximately 870 pounds of fishing line. Stretched out, this line would stretch from San Francisco, California to Rocky Ford, Oklahoma.

The Changing Tide is the quarterly publication of the three chapters of the CCBN (California Clean Boating Network – a forum of members of from the boating industry, government agencies, and environmental groups). In 2013, the program distributed three issues (12,000 copies each). The newsletter focuses on new trends in clean boating practices and environmental services for boaters.



From 2010 to 2012 Boating Clean and Green staff led a working group in developing the Marinas and Yacht Clubs Spill Response Communication Packet. The Packet is designed to help boating facilities access needed information in the event of an oil spill. In 2013, staff, OSPR and CalOES conducted a workshop for boating facilities in the Bay Area and Delta to introduce the packet. The workshop was attended by 40 marina and yacht club operators. Staff is currently planning a series of regional workshops for San Diego and Los Angeles/Long Beach areas. In addition, staff is planning a

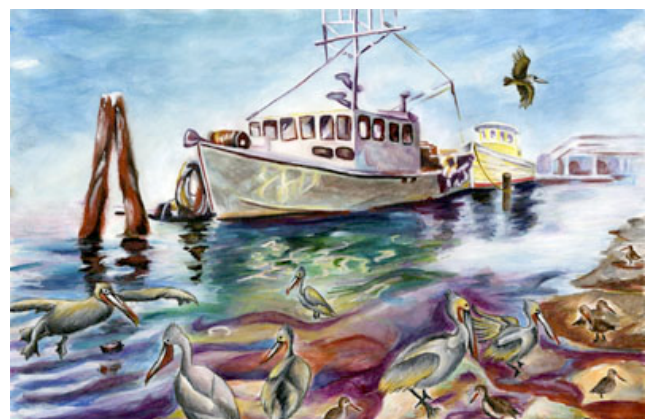
boom training in partnership with OSPR and CalOES for the Bay Area and Delta marine industry representatives.

Program staff developed a toolkit for marinas and yacht clubs that will assist these facilities in planning and organizing their participation in Coastal Cleanup Day (CCD) and the Adopt-the Beach Program. Begun as a pilot project at two marinas in 2011, in 2013 twenty-eight boating facilities participated, involving 673 volunteers, who cleaned 42 miles of shoreline and collected approximately 9,102 pounds of trash and recyclables on land and from 257 non-motorized vessels.

Children's Art & Poetry

The Coastal Art & Poetry Contest is open annually to California students in kindergarten through 12th grade. The contest invites students to submit poetry or art with a coastal or marine theme. By encouraging youth to reflect on the beauty and spirit of California's beaches and ocean, we hope to inspire a greater sense of stewardship for these natural places.

Every year, five winners each in art and poetry are selected, and around 30 honorable mentions are recognized. Since the contest began in 2003, over 21,500 entries have been received from students from throughout California. In 2013, 2,260 entries were submitted to the contest. See winners at: www.coastal.ca.gov/publiced/poster/poster.html



Following each contest, the winning and honorably mentioned pieces are exhibited at venues up and down the coast. The 2013 contest exhibit locations were Birch Aquarium at Scripps in La Jolla, Channel Islands National Park Visitor Center in Ventura, Point Reyes National Seashore's Bear Valley Visitor Center in Marin County, and the Ford House Museum in Mendocino. Artwork from the Coastal Art & Poetry Contest is used in many Commission publications and throughout the Commission's website.

Ocean Day Kids' Cleanup and School Assemblies

Since 1993, the Coastal Commission has worked with the Malibu Foundation for Environmental Education and other partners to conduct the Ocean Day Kids' Cleanup and School Assembly Program. The assembly shows students the way to cleaner beaches and oceans. By presenting slides and talking about recycling, the dangers of plastic and debris in the world's oceans, litter reduction and the storm drain system, the assembly prompts children to care for the marine environment.

The children are then shown a way to help the environment – by doing a beach cleanup. The program focuses on underserved schools and provides grants to assist the schools with the costs of the beach trip.



In 2013, Kids' Cleanups were held in late May and early June in recognition of World Oceans Day (June 8th). Approximately 6,700 students cleaned six sites: Crown Point Shores in San Diego County (857), Huntington State Beach in Orange County (1,073), Dockweiler State Beach in Los Angeles County (3,052), Ocean Beach in San Francisco (763), Municipal Beach in Monterey (190 students from Fresno), and Humboldt Bay (903). After cleaning the beach at each site, the students formed giant images and messages in the sand that were photographed from the air. The theme for the 2013 aerial images was "a message from the ocean." Aerial art images from past events can be seen at www.oceanday.net.

Ocean and Coastal Photography Contest

In 2013 the Commission continued its partnership with the Thank You Ocean Campaign, jointly holding an online contest featuring digital imagery of the scenic coast and Pacific Ocean off California, people at the California coast, and California ocean and coastal wildlife.



Fairmont Hotels & Resorts of California donated overnight stays at luxury hotels, and Hornblower Cruises & Events donated yacht cruise tickets for the prize winners, which included first, second and third place winners selected by a panel of expert

judges, and two “Viewers’ Choice” winners based on online voting. The winning photographs, along with 14 honorable mentions, were selected from over 1,000 entries, and are featured on the contest website, <http://mycoastalphoto.com>.



Creeks to Coast Directory

This year, the Commission updated and improved its online Marine, Coastal, and Watershed Resource Directory. The new directory, called the Creeks to Coast Directory, is now a fully searchable resource for organizations active in marine, coastal and/or watershed issues within California. Approximately 430 organizations are in the database, including information on their mission, programs, volunteer opportunities, and links to their website and contact details. Organizations can edit their own entries and new organizations can input their data, which is approved by Commission staff before going live on the website.

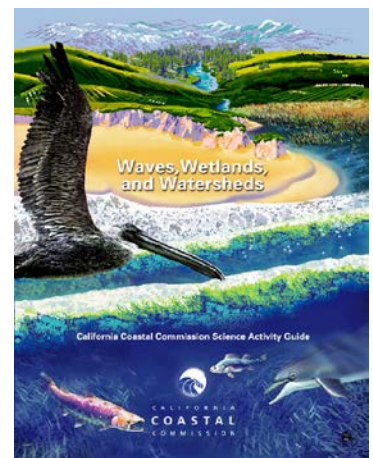
Through 2014, staff will work to further build up the database, with the goal being a comprehensive collection of organizations in this field. The database is intended for researchers, educators, students, and those seeking volunteer opportunities within their community. The Creeks to Coast Directory is on the Public Education page of the Commission’s website at www.coastal.ca.gov/publiced/creekstocoast.

Waves, Wetlands and Watersheds

In 2013, outreach and distribution continued for Waves, Wetlands, and Watersheds, the Commission’s science activity guide for California teachers. This guide addresses such issues as marine debris, beach geology, water quality and conservation, endangered species, and wetlands protection. It presents lessons aligned to the California State Science Content Standards for grades three through eight and includes a “community action” chapter with activities that encourage students of all ages to take action to protect our coast. The connection between inland areas and the ocean is emphasized throughout, so the lessons are relevant for students living in all regions of California.

Between February 2003 and December 2013, the Commission distributed more than 16,300 hard copies of Waves, Wetlands, and Watersheds (including 5,000 copies produced by the City of Los Angeles in 2004 for local distribution) and held a total of 94 teacher workshops directly reaching 1,800 educators. The book can be downloaded from the Commission’s website, and Spanish translations of the student handouts are available.

In 2013, staff held five workshops, in Santa Rosa, Sausalito, Berkeley, and Palm Springs; in partnership with CalSERVES, the Army Corps of Engineers, the City of Berkeley, and the California Science Teachers



Association. Activities from the book have been adapted for numerous other publications and

audiences, and *Waves* has been incorporated into many educator workshops held by other organizations.

Community-Based Restoration and Education Program



The purpose of the Community-Based Restoration and Education Program (CBREP) is to facilitate community-driven coastal habitat restoration in California. The program began in 2001 to restore critical species' habitat of the Upper Newport Bay through the work of community volunteers. Working out of the Back Bay Science Center in Newport Beach, CBREP has an on-site native plant nursery that provides plants for volunteer restoration efforts. In 2013, volunteers at the native plant nursery propagated nearly 4,300 native plants.

The Program organizes a monthly volunteer restoration event at sites around the Upper Newport Bay, as well as weekly "Steward" gatherings to work in the nursery on plant propagation and other projects. To date, over 20,500 volunteers have removed over 86,800 pounds of invasive vegetation, planted more than 23,500 native plants, and restored over 15 acres of coastal habitat.

The Commission implements the Program in conjunction with the Tides Center, and works closely with the land managers at Upper Newport Bay – the California Department of Fish and Wildlife, Orange County, and the City of Newport Beach, as well as with the Newport Bay Conservancy, a non-profit volunteer group.

In 2013, we worked on maintaining and expanding current restoration sites. Volunteers attending our restoration events represented schools, community groups, and corporations through such varied groups as Sheppard Mullin, PIMCO, Our Lady Queen of Angels Mothers Group, Big Brothers Big Sisters of America, students participating in Future Farmers of America, Michigan State Alumni, and Girls Inc., a youth empowerment organization.



By leveraging partnerships with like-minded organizations such as ExplorOcean, we were able to host student groups from as far away as Riverside. These connections provide inland students with an opportunity to experience the coast (often for the first time) as well as learn about and participate in our efforts to protect and restore it. We also gave a presentation at the Orange County Natural History Lecture Series, and organized and facilitated a Community-Based Restoration workshop at the conference of the International Society for Ecological Restoration.

We implemented a new restoration site monitoring protocol in 2013. The protocol was designed to evaluate our current progress in the restoration site while also providing data that will inform our future restoration decisions. The data was collected and analyzed by volunteers. Our Restoration Coordinator also presented our findings to local

volunteer groups in an effort to share our protocol and encourage a discussion about how to best use volunteers in site monitoring activities. CBREP continued to distribute “Digging In: A Guide to Community-based Habitat Restoration.” The Guide explains the basic steps of information gathering, site selection, project implementation, monitoring, maintenance, and working with volunteers. In 2013, staff provided technical assistance to several local government agencies and non-profit organizations to assist in the development of their own community-based restoration programs.

Coastal Stewardship

The Coastal Stewardship Pledge continued as an ongoing project in 2013, to provide a way for Californians of all ages to commit to protecting our coast and ocean. In order to participate, a member of the public accesses the Coastal Stewardship page on the Commission’s website and chooses from a wide-ranging list of suggestions on how to protect the coast. He or she then pledges to follow through and complete the chosen actions, at which time the participant becomes a “Coastal Steward” and is rewarded with a certificate and a Coastal Steward canvas tote bag to help with the “paper or plastic” dilemma.



Approximately 1,900 Californians have taken the pledge online. The Public Education Program periodically emails this group with additional stewardship tips and announcements of upcoming programs and events. The Coastal Stewards Partners program engages other coastal and marine organizations to publicize the pledge. A non-internet version of the program is also available, as

well as a version specifically for classrooms and youth groups, which includes teacher background information.

Beach Wheelchairs

The Commission’s beach wheelchair program aims to ensure that these chairs, which have wide, balloon tires that are able to move across soft sand, are widely available. To this end, the Commission has awarded a total of \$101,000 to a variety of jurisdictions up and down the coast for the purchase of beach wheelchairs.

By our count there are now 98 different California beaches that



have chairs, and the Commission has provided funding for approximately 40% of those. The Commission also maintains a webpage that shows the location of beaches with wheelchairs available for use by the public.

www.coastal.ca.gov/access/beach-wheelchairs.html

West Coast Governors’ Agreement on Ocean Health

In 2006, Governors of Washington, Oregon, and California entered into an agreement to work together on ocean issues of mutual concern, called the West Coast Governors’ Agreement on Ocean Health (WCGA). The implementation of this agreement is to take place through tri-state teams of individuals from different levels of government, NGO’s, academia, etc. working on issues of common concern.

Marine Debris Action Coordination Team (MDACT).

Coastal Commission Public Education staff chairs the Marine Debris Action Coordination Team (MDACT). The MDACT is charged with establishing baseline estimates of marine debris and derelict gear along the West Coast and supporting state and federal policies that achieve marine debris reduction goals. The MDACT's strategy for achieving these goals was approved by the Executive Committee of WCGA in the Fall of 2013, and is available on the WCGA website.

www.westcoastoceans.org

The MD ACT launched the West Coast Marine can compile historical data from all existing databases as well as accept new data directly, will help to establish baseline estimates of marine debris and derelict fishing gear. It can be viewed at <http://debris-db.westcoastoceans.org>. The MD ACT hired a part-time intern to assist with acquiring and uploading historical marine debris data, to help make the new database as robust as it can be. The intern will also be assisting with the formation of a West Coast Marine Debris Coalition, which will carry the work of the MD ACT forward into the future.

Marine Debris Policy and Statewide Coordination

Research conducted by the Algalita Marine Research Foundation (AMRF) and others has demonstrated that plastics are present on beaches and in coastal and in ocean waters in alarming quantities. In a 2000 study, AMRF found that degraded plastic pieces outweigh surface zooplankton in the central North Pacific by a factor of six to one (six pounds of plastic for every pound of zooplankton). In 2002, another AMRF study

showed the average mass of plastic was two and a half times that of plankton on the surface of the coastal waters near Long Beach, California.

These findings prompted the Coastal Commission to team with AMRF to conduct a project designed to assess and reduce sources of plastic in urban runoff and coastal waters. In 2006, the project completed and distributed its statewide plan: "Eliminating Land-based Discharges of Marine Debris in California: A Plan of Action from the Plastic Debris Project." The Plan of Action resulted in the California Ocean Protection Council (OPC) passing a resolution on the prevention of marine debris, passed by in February, 2007. The resolution called for the formation of a Steering Committee to develop an implementation plan for the various actions contained within the Resolution. Coastal Commission staff was assigned to serve as Chair of the Steering Committee. The Implementation Strategy was approved by the OPC in November 2008. Since this time, at least 12 different bills have been introduced to the State Legislature that were based on the recommendations of the Implementation Strategy. Public Education staff continues to coordinate with the OPC and other state agencies on the marine debris issue, and in 2013 presented an update to the OPC.

Key Partnerships

Partnerships are essential to the work that the Coastal Commission staff do. They enable us to leverage our resources and extend the impact of our programs. Some of our partnerships are mentioned in the descriptions of the various programs above; all are listed in Appendix A.

In addition, we coordinate with other agencies conducting environmental education programs by participating in the California Environmental

Education Interagency Network (CEEIN). CEEIN is a state government consortium of environmental educators representing departments, boards and commissions of the California Department of Education, California Environmental Protection Agency, and the Resources Agency of California. We also serve on the Advisory Council to Community Resources for Science.

Other Ways We Reach the Public

A key aspect of the Commission’s public education programs is spreading the word about what opportunities are available, and using these same channels to raise public awareness and encourage stewardship. In addition to sending out press releases about upcoming events and other newsworthy activities, here are some other ways we keep the public informed:

WWW.COAST4U.ORG and Social Media

The Commission’s web site for its public education programs describes all of the programs, contests, and resources that we offer to the public, including a Spanish language web page. In 2013, the Public Education website received over 92,000 visits.

The Public Education program uses social media to communicate with the public. We maintain a Facebook page called “The California Coast” with more than 2,800 fans, a Twitter account @TheCACoast with 3,600 followers, a Pinterest Board and an Instagram page. Through these avenues we engage in conversations with members of the public, other organizations and agencies about volunteer opportunities, visiting and enjoying the coast, and ways to protect our coastal resources through everyday activities. As a statewide organization, social media provides us with a way to connect on a personal level with people throughout California and beyond.

Website: www.coast4u.org

Facebook: www.facebook.com/CaliforniaCoast

Twitter: twitter.com/TheCACoast

Instagram: instagram.com/thecaliforniacoast

Pinterest: www.pinterest.com/coast4u/

COAST4U Quarterly Newsletter

The Public Education staff produces an e-newsletter, called COAST4U Quarterly. The purpose of the newsletter is to keep people up to date on the various happenings in our programs, to educate them about the coast and how they can help the environment, and to inspire their continuing support and involvement. Ongoing features include “Whale Tail Dollars at Work” in which a Whale Tail License Plate grant recipient is spotlighted and the popular “Destination Series Quiz”. Archived issues can be viewed under “Media Center” on www.coast4u.org. The newsletter is distributed to 13,000 subscribers.

Environmental Fairs and Events

Each year, we attend a number of environmental fairs and events, where we staff an educational booth, hand out materials, and talk to attendees. In 2013, we exhibited our education resources at 11 events and reached 1900 people.



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Partner Organizations

Note: If you are aware of an omission or correction, please contact us.

Coastal Cleanup Day

Current Local Coordinators:

Adopt-A-Highway CALTRANS Maintenance Program	Golden Gate National Parks Conservancy
American River Parkway Foundation (Sacramento)	Heal the Bay (Los Angeles County)
Benicia Water Education Program	I Love A Clean San Diego
Big Bear Marina (San Bernardino)	Lake County Department of Water Resources
Bridgeport Elementary School (Mono)	League to Save Lake Tahoe
Butte Environmental Council	Literacy for Environmental Justice
Cache Creek Conservancy	Mendocino Land Trust
Calaveras Big Trees State Park	Napa Resource Conservation District
California State Parks	Northcoast Environmental Center (Humboldt)
City of Berkeley Shorebird Park Nature Center	Orange County Coastkeeper
City of Fremont	Port of Oakland
City of Long Beach El Dorado Nature Center	Premier Mushrooms
City of Milpitas	Restore Our Sea (Imperial)
City of Oakland Watershed Improvement Program	San Joaquin County Public Works
City of Pleasanton	San Joaquin River Parkway & Conservation Trust, Inc.
COASTWALK	San Mateo Countywide Water Pollution Prevention Program
Community Creek Cleanup Action Group (Redding, Shasta)	Santa Clara Valley Water District
County of Orange/OC Parks Volunteer Services	Save Our Shores (Santa Cruz & Monterey)
County of Santa Barbara, Public Works Department, Resource Recovery & Waste Management Division	Sierra Nevada Conservancy
Del Norte Unified School District, Crescent Elk M.S.	Silverwood Lake SRA
East Bay Regional Park District	Solano County RCD
ECOSLO	The Watershed Project
Environmental Health Institute	Trails 4 All
	U.S. Army Corps of Engineers - Bay Model Visitor Center (Marin County)
	UC Merced
	U.S. Forest Service Orleans Ranger District (Siskiyou)
	Ventura County Coalition for Coastal & Inland Waterways
	Yuba County Dept. of Environmental Health

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Other Coastal Cleanup Day Partners:

California State Parks Foundation	Ocean Conservancy
Channel Islands National Marine Sanctuary	Cordell Banks National Marine Sanctuary
Gulf of the Farallones National Marine Sanct.	Monterey Bay National Marine Sanctuary
CG Roxane Crystal Geysers Spring Water	Marine Mammal Center
Whole Foods Market	See's Candies
Whale Tail Ecoplate	Union Bank
Oracle	Keep California Beautiful
Nature's Path	NOAA
Clif Bar	California Office of Emergency Services
Chipotle	

Whale Tail License Plate

Department of Motor Vehicles	State Coastal Conservancy
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Adopt-A-Beach

Ano Nuevo State Reserve	I Love A Clean San Diego
California State Parks	Marin County Parks and Open Space
Channel Islands Beach Community Service District	Northcoast Environmental Center (Humboldt and Del Norte)
City of Berkeley Shorebird Park Nature Center	National Parks Service
City of Huntington Beach	Oosurf.com (Orange)
City of Long Beach El Dorado Nature Center	Pacifica Beach Coalition
City of San Leandro	Point Reyes National Seashore
City of San Mateo	Rancho Guadalupe Dunes Preserve
City of Santa Barbara, Creeks Division	Santa Barbara County Parks Department
City of Ventura, Partners in Progress for a Beautiful Ventura	Santa Cruz County Parks
Coastwalk (Sonoma)	Save Our Beach (Orange)
County of San Mateo Parks	Save Our Shores and Clean Beaches Coalition (Santa Cruz and Monterey)
Crystal Cove State Park	Sonoma County Regional Parks
East Bay Regional Park District (Contra Costa and Alameda)	Surfrider Foundation (San Francisco)
Eco Warrior Foundation	The Watershed Project (Contra Costa)
Fort Ross State Historic Park	Vandenberg Air Force Base
Heal the Bay (Los Angeles)	Ventura County Parks

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Boating Clean and Green Campaign

CA Division of Boating and Waterways	The US Coast Guard Auxiliary
CalRecycle	The US Power Squadrons
Contra Costa County Public Works	The State Water Resources Control Board
The Bay Foundation	The Boat US Foundation
SF Bay Conservation and Development Commission	SF Estuary Project
Northern CA Marine Association	The US Coast Guard Marine Safety Offices
Southern CA Marine Association	Recreational Boaters of California
Pacific States Oil Spill Prevention Education Team	CA Port Captains and Harbormasters Association
Marine Recreation Association	CA Department of Fish and Game - OSPR
Pacific Inter Yacht Club Association	Monterey Bay National Marine Sanctuary
San Joaquin County Department of Public Works	Lake Berryessa Partnership
Save Our Shores	Marinas and harbors (approximately 20)
Southern CA Yachting Association	Morro Bay National Marine Sanctuary
	San Francisco Dept. of the Environment
	Seabird Colony Protection Program (National Marine Sanctuaries-Gulf of the Farallones)

Kids' Adopt-A-Beach School Assemblies and Ocean Day Cleanup

Malibu Foundation	Fresno Chaffee Zoo
I Love A Clean San Diego	Friends of the Dunes
Richardson Bay Audubon Center & Sanctuary	National Fisheries Conservation Center
Orange County Coastkeeper	

Restoration Education

Tides Center	California Department of Fish and Game
Orange County Parks	U.C.C.E. Master Gardeners Program
City of Newport Beach	U.C. Irvine
Newport Bay Conservancy	Society for Conservation Biology, Orange County Chapter
O.C.Coastkeeper	Institute for Conservation Research and Education
Endemic Environmental Services, Inc.	
ExplorOcean	
Transformative Wellness Coaching	

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Coastal Stewardship

Monterey Bay Aquarium	Heal the Bay
Back to Natives Restoration	Shorebird Nature Center
Benicia Water Education	I Love A Clean San Diego
City of San Mateo	San Joaquin County Public Works
Coastwalk	Santa Cruz County Parks
El Dorado Nature Center	Ventura County Resource Conservation District

Marine Debris Policy and Statewide Coordination

California Ocean Protection Council	State Water Board
CalRecycle	State Coastal Conservancy
Department of Conservation	California Department of Environmental Protection
Department of Toxic Substances Control	Environmental Protection Agency Region IX
California State Parks	Caltrans
California Department of Public Health	Keep California Beautiful

West Coast Governors' Agreement on Ocean Health Marine Debris Action Coordination Team

Oregon Department of Fish & Wildlife	Monterey Bay National Marine Sanctuary
Washington Department of Natural Resources	Pacific States Marine Fisheries Commission
NOAA Marine Debris Program	Northwest Straits Commission
NOAA Coastal Services Center	Sea Grant Extension
Surfrider Foundation	Stillaguamish Tribe
Port of Seattle	Sea Doc Society / UC Davis
Heal the Bay	Oregon Fishermen's Cable Commission
California Ocean Protection Council	

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Protect Our Coast and Ocean Tax Check-off Box

Assemblymember Al Muratsuchi	Aquarium of the Pacific
Gyro SF	ExplorOcean
Heal the Bay	Crystal Cove Alliance
I Love A Clean San Diego	Save the Bay
Orange County Coastkeeper	Community Resources for Science
Save Our Shores	CREEC Network
San Mateo County Environmental Health	Coastwalk California
Friends of the Dunes	5 Gyres
Thank You Ocean	Surfrider Foundation
Pt. Reyes National Seashore Assn	Ocean Institute
Coastkeeper Alliance	Back Bay Science Center (Dept. of Fish and Wildlife)
Environment California	Institute for Conservation Research and Education
American River Parkway	Newport Bay Conservancy
Sierra Nevada Conservancy	Muth Center (Orange County)
O'Neill Sea Odyssey	Malibu Foundation
Fresno Chaffee Zoo	City of Newport Beach (Marine Education Program)
Monterey Bay Aquarium	The Watershed Project
The Bay Foundation	California Audubon
SF Estuary Partnership	Golden Gate Audubon
Solano Resource Conservation District	Richardson Bay Audobon
Penny Elia	Contra Costa County Watershed Program
Birch Aquarium	Humboldt BayKeeper
Warner Chabot	Northcoast Environmental Center
Aquarium of the Bay	

Appendix B

Fiscal Year	Targeted Grants	Competitive Grants
2011/2012 \$541,000 Total	Foundation of California State University Monterey Bay for Camp SEA Lab \$40,000 Adopt-A-Beach School Assembly Program and Kids' Cleanup Program \$86,900 Heal the Bay Adopt-A-Beach Program \$30,000 I Love A Clean San Diego Adopt-A-Beach Program \$25,600 Tides Center for School-Based Marine Education Program \$82,000 Tides Center for Community-Based Wetland Restoration and Education \$80,500 Rural California Broadcasting Corporation for the "Stories of the Coast" podcast series \$10,000	Millennial Tech Middle School in San Diego for a series of marine science lessons, labs, research projects, guest lectures, and field trips \$10,615 The Ocean Foundation for the "Ocean Connectors" program in San Diego focusing on migratory ocean species \$8,500 Crystal Cove Alliance for "Science and Nature at the Park," a variety of public education programs at Crystal Cove State Park \$9,500 Los Angeles Conservation Corps for hosting inner-city students and training teachers to implement the SEA Lab "Key to the Sea" program \$9,855 Boys and Girls Club of Greater Oxnard & Port Hueneme for the 2011-2012 MERITO Academy featuring hands-on bilingual ocean education \$32,000 Sandrini Elementary School in Bakersfield for sixth-graders to attend a five-day environmental education camp in Montaña de Oro State Park \$8,230 MEarth for underserved Monterey County students to participate in the Plastic Pollution Education Initiative at the Hilton Bialek Habitat in Carmel \$20,535 Youth Community Service for at-risk teens from East Palo Alto and east Menlo Park to engage in stewardship program called "From the Creek to the Sea" \$9,500 Aquarium of the Bay in San Francisco for the "Discover the Bay" program aboard a hybrid ferry \$9,995 Farallones Marine Sanctuary Association for teacher workshops and evaluation of the LiMPETS program for Bay Area middle and high school students \$9,995 Tuolumne River Trust for Stanislaus County students and San Francisco students to learn together about the Tuolumne River, its salmon, and its watershed \$5,000 Stewards of the Coast and Redwoods for docent-led public education programs at State Parks on the Sonoma coast \$9,500 Smith River Alliance for helping the North Coast Interagency Visitor Center to be built at the Crescent City Harbor \$10,000 5 Gyres Institute for a West Coast tour comprised of many educational activities relating to plastic pollution in marine ecosystems \$32,000
Funds avail. for targeted grants: \$355,000 Funds avail. for competitive grants: \$186,000 Requests received: 146 totaling \$2,586,396		

Appendix B

	Targeted Grants	Competitive Grants
<p>2012/2013 \$798,000 Total</p> <p>Funds avail. for targeted grants: \$369,540</p> <p>Funds avail. for competitive grants: \$428,460</p> <p>Requests received: 128 totaling \$2,591,762</p>	<p>Foundation of California State University Monterey Bay for Camp SEA Lab \$30,000</p> <p>Adopt-A-Beach School Assembly Program and Kids' Cleanup Program \$95,600</p> <p>Heal the Bay Adopt-A-Beach Program v8 \$30,000</p> <p>I Love A Clean San Diego Adopt-A-Beach Program \$27,000</p> <p>Tides Center for School-Based Marine Education Program \$88,000</p> <p>Tides Center for Community-Based Wetland Restoration and Education \$80,000</p> <p>Beach Wheelchair Purchases \$18,940</p>	<p>Audubon California for students in San Diego and Los Angeles to learn about shorebirds and design signs on the beach warning not to disturb nesting sites \$33,310</p> <p>Berkshire Elementary School for sixth-graders in Bakersfield to attend Camp KEEP, a four-day outdoor science school in San Luis Obispo County \$8,800</p> <p>Fresno Chaffee Zoo for a cohort of teens to interact with zoo visitors and promote marine conservation \$6,400</p> <p>Friends of the Dunes to provide coastal education activities in Manila, Humboldt County for Montessori students, who will then help educate the public \$14,162</p> <p>Mayfair Middle School to add hands-on labs and other educational activities to a marine science elective in Lakewood, Los Angeles County \$5,230</p> <p>Monterey Bay Aquarium for the Splash Zone/Head Start Discovery program for underserved pre-schoolers in Santa Cruz and Monterey counties \$10,000</p> <p>Mountains Recreation and Conservation Authority for developing an oceans unit for the Junior Rangers Program for urban youth from the Los Angeles area \$9,993</p> <p>Ohlone Elementary School in Watsonville for a new wetlands unit for third-grade classes \$7,585</p> <p>Point Reyes National Seashore Association for seashore science field education programs for underserved Bay Area youth \$30,000</p> <p>San Diego Junior Lifeguard Foundation for a summer program teaching ocean science to youth ages 10-14 \$22,500</p> <p>Smith River Alliance for the Tolowa Dunes Stewards program to restore dune habitat in Del Norte Co. and teach Native American and other youth participants \$29,756</p> <p>YMCA Point Bonita for "My Home, My Community, My World," a science education program for underserved schools in Marin City \$9,900</p> <p>California Native Plant Society for the "California Coastal Rare Plant Treasure Hunt" in the southern half of the state \$25,000</p>

Appendix B

Fiscal Year	Targeted Grants	Competitive Grants
2012/2013 (continued)		<p>Concerned Resource and Environmental Workers (“the CREW”) to employ young adults to restore habitat along the lower Ventura River \$9,800</p> <p>Reef Check Foundation to train volunteer divers to collect data on underwater species off the California coast, especially in Marine Protected Areas \$25,000</p> <p>SPAWN, a project of Turtle Island Restoration Network to develop a Coast & Ocean module for the California Naturalist Program \$9,880</p> <p>Seymour Marine Discovery Center in Santa Cruz to increase its capacity to serve Spanish-speaking audiences \$9,370</p> <p>Southwest Wetlands Interpretive Association for formalizing the training for its long-term volunteer docents at the Tijuana Estuary \$25,000</p> <p>UC Santa Cruz Arboretum for engaging community members in restoring habitat for the threatened red-legged frog \$10,500</p> <p>University of Redlands for developing a mobile app and website for people to record where they spot marine mammals while learning more about them \$33,272</p> <p>Coastwalk California for expanding the Adopt-A-Beach program in Sonoma County and adding educational components \$9,779</p> <p>Save Our Shores for launching the Beachkeepers program in Santa Cruz County and installing trash bag holders so beach visitors can clean up on their own \$25,610</p> <p>The Watershed Project in Richmond for strengthening the Contra Costa County Adopt-A-Beach program and incorporating on-the-water kayak cleanups \$17,313</p> <p>Navarro-by-the-Sea Center for Riparian & Estuarine Research for installing interpretive panels at the Navarro River mouth in Mendocino County \$40,300</p>